

Message Text

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PAGE 01 LAGOS 02558 071225Z

ACTION COME-00

INFO OCT-01 AF-08 ISO-00 EB-08 /017 W
-----071559Z 054863 /43

R 071106Z MAR 77

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 9706

UNCLAS LAGOS 2558

E.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM

1. EMBASSY FIRMLY BELIEVES IN EFFICACY OF FOREIGN BUYERS PROGRAM AND WOULD LIKE TO SEE IT BECOME A LARGER PART OF USDOC'S AND OUR OWN EXPORT PROMOTION EFFORT. IN ESSENCE, WE SEE PROGRAM POSSESSING OUTSTANDING COST-BENEFIT ADVANTAGES. FACILITATING TRAVEL TO US AND LINKING OF OVERSEAS BUYERS WITH AMERICAN SUPPLIERS IN US ENVIRONMENT HAS MAXIMUM EFFECT AT EXTREMELY LOW COST. PROGRAM ADMIRABLY SUPPLEMENTS USG-SPONSORED OVERSEAS TRADE EVENTS.

2. WE HAD LOOKED FORWARD TO SENDING INCREASING NUMBER OF BUSINESS AND GOVT PURCHASERS TO OED/DEP FOR INDIVIDUAL PROGRAMMING (I.E., APPOINTMENTS WITH US COMPANIES). AS TO ATTENDANCE AT DOMESTIC SHOWS, WE WOULD LIKE TO ADVERTISE SHOWS IN NIGERIAN NATIONAL PRESS. LEARNING OF THESE EVENTS, INTERESTED POTENTIAL BUYERS WOULD TRAVEL DIRECTLY TO SHOW SITE WITHOUT INTERMEDIARY OF OED/DEP, BUT ON ARRIVAL AT SHOW WOULD CALL ON USDOC INFO BOOTH TO RECEIVE APPROPRIATE ASSISTANCE. WE THUS RECOMMEND STRENGTHENING NOT WEAKENING FOREIGN BUYER PROGRAM IN TWO CAPACITIES: (A) ABILITY TO LINK INDIVIDUAL NON-SHOW VISITORS WITH INDIVIDUAL US SUPPLIERS; (B) STAFF ON HAND AT MORE DOMESTIC SHOWS TO ASSIST FOREIGN VISITORS. FEE CHARGED TO EXHIBITORS AT SHOWS STAFFED BY USDOC TEAM SEEMS SENSIBLE WAY TO DEFRAY COSTS.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 07-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977LAGOS02558
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770077-1105
Format: TEL
From: LAGOS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770387/aaaacyin.tel
Line Count: 56
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 3c5581bc-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
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Review Content Flags:
Review Date: 15-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3188736
Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROGRAM: FOREIGN BUYER PROGRAM
TAGS: BEXP, XX
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/3c5581bc-c288-dd11-92da-001cc4696bcc
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